

Lynne Kennedy Matallana

Lynne Matallana was diagnosed with fibromyalgia in August 1995. After seeing 37 doctors, a young rheumatologist at the University of CA at Irvine explained to her that she was one of more than six million people in the United States to be diagnosed with this chronic pain condition.

Lynne, a graduate of **UCLA** and the **London School of Economics and Political Science**, was managing partner at a prestigious southern California advertising firm prior to her developing fibromyalgia. The intensity of the illness caused her to have to spend two years in bed, suffering with the pain and fatigue that fibromyalgia causes. Her frustration with the lack of treatments and support for people with FM, inspired her to create an organization that would focus on awareness for this stigmatized illness. Using her past business knowledge and her passion to “make a difference”, in 1997 she founded the **National Fibromyalgia Association (NFA)**. Over the past twenty-three years the NFA has grown into a major international force in the efforts to improve the quality of life for people with FM. Lynne has served as a member of the United States Food and Drug Administration (FDA) Patient Representative Advisory Committee; she is a founding board member of *Women with Pain*, she was a special guest as one of the initial patient advocates at the OMERACT 2005 Conference in Malta and the 2007 OMERACT Conference in Canada. Lynne created, published and was Editor-In- Chief of ***Fibromyalgia AWARE, (Vols. 1- 30)*** the organization’s award-winning magazine, and now is the Publisher of the virtual publication, *The New! Fibromyalgia AWARE*. Lynne has been interviewed for and authored hundreds of articles, and several books including *The Complete Idiot’s Guide to: Fibromyalgia vols. 1 & 2*, Penguin Putnam Press.

In 2011, having never wavered from her goal of helping millions of people living w/ fibromyalgia and chronic pain, Lynne wanted to do more than just provide “hope” for the pain community, she wanted to provide “help”. By using her vast experience of raising awareness for patient needs, her business savvy & extensive no. of health-related connections, she developed **Community Health Focus, Inc’s** business model, corporate strategy and master plan, including a new way to provide information, education, resources and personalized self-management tools to guide and assist the chronic pain market to better health outcomes. Between 2012 and 2018 the CHFI team under the guidance of Matallana launched & beta tested the 1st three versions of the companies’ *Community Pain Center*, an interactive eHealth destination offering a personalized pain management pathway, self-management education and motivation, expert and community connections, PGx testing, a personal medical vault for storing electronic med. records, which will evolve into an analogue driven PHR tethered health network for information assemblage & the eHealth Media video theater for on-demand educational shows on topics that are both educational, interactive & motivational. With many other functions to come, CHFI’s upgraded Community Pain Center newest web platform, now called ***PainTools*** support system, offers an integrative approach to treating chronic pain that is ultimately managed by the patient.